

TO: Mr. Trump

FROM: Doug Davenport

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SUBJ: 2016

As a follow up to our meeting in July, I wanted to more formally memorialize our conversation related to the 2016 Presidential Race. This memo is not meant to be a campaign plan, per se, but rather a top line document composed solely of my personal opinions, observations and advice related to the 2016 political landscape and a potential Trump candidacy.

At this point in time, the 2016 GOP Presidential Nomination is wide open with no clear or dominant front-runner. Depending on which data you read, Jeb Bush and Rand Paul are polling somewhere in the mid-teens while the 10+ other potential candidates split the remaining public opinion pie.

There has never been a more appropriate time in your or our country's history for a Trump candidacy and ultimately, a Trump presidency. If your message is unique, serious and disciplined, and your campaign is well organized and singularly focused, you stand the best chance of prevailing over the likely GOP Presidential field and ultimately the Democrat's nominee for President.

The 3 Pillars of a 2016 Trump Presidential Campaign

A successful Trump for President candidacy must include three critical pillars:

- Message Differentiation
- Iowa Matters Most
- Serious Focus

These may seem like obvious catch phrases from an old school political campaign handbook, but looking back in history, it is amazing how many of the perceived Presidential Primary frontrunners overlooked these same pillars while the successful nominees used them to guide a winning strategy.

Pillar #1 - Message Differentiation

Leadership - not politics - is your unique and strong message that is custom made for the times we are living in. You are not a career politician and you are the only potential presidential candidate who has real leadership experience outside the political sector. No other GOP Presidential candidate will be able to wear the non-career politician mantra like you. Your message is simple: America needs real and tested leadership. As a successful business leader and patriot, you cannot sit on the sidelines and watch while

the American Dream and the United States' prominence in the world is trampled. If ever there was a time to forsake the career politicians for a real leader like you, it is now.

The reason why our problems at home and abroad are so pronounced is that we have a President who excels at politics and is incompetent as a leader. The vast majority of politicians - on both sides of the aisle - have little to no understanding of how our financial markets work or the ability to sit across the table from a world leader and negotiate like a businessman. Career politicians care more about self-image and re-election than they do about fixing the problems we face as a nation. This is not what a Trump presidency would look like - this is not how a real leader would attack the problems we face as a nation at home and abroad.

After years of foreign policy taking a back seat to the economy and jobs, it is back on the front burner - and potentially more important than ever before. Your ability to talk about your own dealings with foreign leaders - and an ability to manage real business negotiations overseas - will offer a stark contrast to the feckless and impotent foreign policy of the current White House occupant.

Leadership is not politics. For too many years, Presidents from both parties have campaigned on one set of promises and then governed on another - either to pay back political supporters and/or to protect a 2nd term re-election campaign. Unlike the other 2016 Presidential Primary Candidates - who will have to spend all their time pandering to various special interest groups to raise campaign funds and increase name identification - you are not handicapped by limited financial resources or name identification. This will allow you to transcend the normal career politician's approach and highlight these ridiculous games that career politicians must play AND remind people of your message of leadership that reestablishes America's proper place on the world stage.

Pillar #2 - Iowa Matters Most

As you well know, a successful private sector business relies heavily on the proven talent and reputations of the people throughout the organization. Successful Presidential Campaigns are no different. The trains must literally and figuratively run on time; not simply because the every day schedule demands it, but because a well organized campaign operation will help fuel the electorate's perception of YOU as an efficient leader and private sector manager who will apply that same discipline and focus to a Trump Presidency.

While the three most important early nomination states -IA/NH/SC - are important as a grouping, in my opinion the Iowa Caucuses are the entire make or break hurdle for a potential Trump candidacy.

It is generally said that there are three tickets out of Iowa, and two from New Hampshire and the nomination will largely be settled in South Carolina. So putting first things first, it is necessary to win one of Iowa's three tickets. To do so it is necessary to win at least 20% of the vote in the Iowa Caucuses. In Iowa, victory can be defined by beating expectations. That is why Iowa, with its reputation as being dominated by religious and social conservatives, as well as liberty loving Paulistas, sets up ideally for your candidacy. A social conservative type (Mike Huckabee, Rick Santorum) will win one ticket out of

Iowa. An heir to the mantle of Ron Paul (likely Rand Paul, but maybe Ted Cruz) will win another ticket out of Iowa. The third ticket will go to whoever is first amongst the rest.

The key to Iowa is time on task. The candidates who visit the state the most, tend to do the best. Due to your celebrity you start with advantages that many of the lesser known candidates (Jindal, Walker, Pence) won't have. When Donald Trump comes to your town it will be a big deal and likely caucus goers will come out to see the show. You won't be campaigning one-on-one at Pizza Ranches or at town halls that have a handful of seniors in attendance, rather you will pack auditoriums with enthusiasts and the curious who will witness not a speech but a production about American greatness capped with a message of Leadership from Donald Trump.

The second key to Iowa is to invest heavily in developing grassroots organization. Iowa Caucus campaigns are characterized by the trench warfare of organizers making phone calls, knocking on doors, and attending local party gatherings. It is about finding one vote at a time until you have 30,000 votes. Successful caucus campaigns invest heavily in building a field army of veteran organizers who work day and night to find votes and prepare them to turnout at the caucuses. But armies need generals and lieutenants and they must be secured early to get the proven players who know the battlefield.

Finally, while Iowa is won with the ground war, the air war defines the media narrative and the voters follow the narrative. So be prepared to advertise early and often across all of Iowa's media markets.

Speaking frankly, there are still some bruised feelings within the party operative and elite political class over your cancelled trip back in 2011. It has left a narrative that Donald Trump just talks about running to generate publicity for his television show, but that he is not a serious candidate. This can be easily cured by making 2-3 one day visits to Iowa in the latter stages of the 2014 campaign and early in 2015. If you decide to run, you will need to make it abundantly clear that you understand that Iowa still matters and you are taking it deadly serious.

Pillar #3 - Serious Focus

The media is salivating over the possibility of a Trump Presidential Campaign. With you – the non-career politician, business and real estate mogul and American Icon – the press would finally have a real rock star in the quadrennial presidential sweepstakes. This can be both a blessing and a curse – especially if your focus wavers even slightly. One misstep or bad quote and they will absolutely turn on you. The media's objective will be to take you off of your message and goad you in to making a newsworthy soundbite. It will take the highest level of discipline and focus to keep your campaign singularly focused on its key messages and strength of the Trump Organization.

Although it may not be your favorite analogy, one key historical reference to demonstrate this point was Bill Clinton's 1992 Democratic Nomination and General Election Campaigns. Every chance the media got, they peppered Clinton on his personal life and other perceived shortcomings. But at every response, he came back to "It's the economy, stupid" and never deviated from that message. While self-control and

discipline were somewhat lacking in his personal life, his focus and message discipline in his public life delivered him the Presidency.

This is not to say that you need to change your overall persona to run for President. People still expect you to show up in YOUR plane, with YOUR name on the side. The presidency is a “larger than life” position – Leader of the Free World – and I personally see no down side to YOUR larger than life personality – if managed thru a disciplined governing message and strict adherence to a common sense plan.

Conclusion and Next Steps

A long and extracted Presidential Nomination Process is risky to both to the Trump political brand and the Trump business brand. But the upside is huge. The time is now – if you are serious about this – it is your last window to do it. BUT, you must have the right messages, the right team around you and align yourself with the right players overall. AND, you must show people you are deadly serious and focused on this race and it is by no means some grand media stunt.

Thank you for allowing me to present this memo and please let me know your reaction and what – if any – next steps you might want to take. I look forward to seeing you again soon.